

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
2	3	4	5	6	7	$\frac{1}{8}$	3	4	5	6	7	8	1	2
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23	24	25	26	27	28	29	$\frac{24}{31}$	25	26	27	28	29	30	
30	31													

february							august						
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march							september						
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april							october						
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may							november						
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june							december						
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january							1956						
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february							march						
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8 EAST 77th STREET  
NEW YORK 21, N. Y.



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 16, 1955</u>			
Thursday July 14 8:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of N.Y.D.I.) will present Fall 1955 shoe fashions. By invitation. Contact: Marya Morton at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
Thursday July 14 9:00 A.M. Breakfast	FALL COLLECTION FOR VISITING EDITORS Christian Dior, New York (N.Y.D.I.) will present their Fall collection. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR, NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Thursday July 14 9:30 A.M.	BREAKFAST PREVIEW OF FALL MILLINERY Gustavo's hat preview. By invitation. Publ: Maud G. Moody, LE. 2-5562.	GUSTAVO (59 WEST 56TH ST.)	PLACE ELEGANTE 33 WEST 56TH STREET
Thursday July 14 10:30 A.M.	VISITING PRESS SHOWING OF FALL COLLECTION Hattie Carnegie (N.Y.D.I.) presents her Fall collection to visiting press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	711 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Thursday July 14 11:30 A.M.	FALL COLLECTION FOR OUT-OF-TOWN PRESS Ben Gershel (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130. Ben Gershel Publicity: Audrey Leeds Assoc., 342 Madison, MU. 2-7543.	BEN GERSHEL	HOTEL PIERRE BALLROOM
Thursday July 14 12:30 P.M. Luncheon	CHILDREN'S GROUP SHOWING FOR PRESS Children's fashions (N.Y.D.I.) presenting Joseph Love dresses; Little Empress (Peggy 'n Sue) Coats; Imp Originals (boys' fashions). By invitation only. Contact: Phil Slater, OR. 9-4400.	JOSEPH LOVE; LITTLE EMPRESS; IMP ORIGINALS	HOTEL PIERRE COTILLION ROOM
Thursday July 14 1:00 P.M.- 6:30 P.M.	OPEN HOUSE: VISITING AND LOCAL PRESS Presentation of La Tausca Sperry Fall costume jewelry to visiting and local press. By invitation. Publicity: Ruth Lerner, OR. 9-3350.	LA TAUSCA SPERRY, INC.	411 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Thursday July 14 2:30 P.M.	FALL COLLECTION FOR VISITING EDITORS Maurice Rentner (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday July 14 3:30 P.M.	FALL COLLECTION FOR VISITING EDITORS Mollie Parnis (N.Y.D.I.) will present her Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 14 4:30 P.M.- 5:30 P.M. Cocktails	PRESS PREVIEW OF NEW FINE KYOTO CHINA Metasco, Inc. (subsidiary of Allied Stores Corp.) will show new imported Japanese mix-match dinnerware to newspaper and magazine editors. By invitation. Publicity: Hilda Sachs, Robinson-Hannagan, OR. 9-2100.	METASCO, INC., N.Y.	JAPAN TRADE CTR. 393 FIFTH AVENUE
Thursday July 14 5:00 P.M.	FALL FASHIONS FOR VISITING PRESS Nettie Rosenstein (N.Y.D.I.) will present her Fall collection to the out-of-town press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	NETTIE ROSENSTEIN	550 SEVENTH AVENUE SHOWROOM - 10TH FL.
Thursday July 14 5:00 P.M.- 7:30 P.M.	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.). By invitation. Publicity: Viola Shefer, PL. 3-3173..	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.
Thursday July 14 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY: FALL- HOLIDAY JEWELRY PREVIEW New Coro, Corocraft, Corolite and Coroteen jewelry for visiting and local press. By invitation. Publicity: Ann R. Silver, 551 Fifth, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Thursday July 14 8:00 P.M. Dinner	PRESS SHOWING OF FALL SILK FASHIONS Silk fashions for Fall by International Silk Association--U.S.A. (Auxiliary Member of N.Y.D.I.). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N.--U.S.A.	HOTEL PIERRE BALLROOM
Thursday July 14- July 29	CHRISTMAS GIFTS AND ACCESSORIES "Christmas In July"--a display for visiting and local press of Cheney velvet accessories; J. H. Kimball hankies and scraves; Mark Cross "unexpected" gifts. Contact: Ruth Mitchell, Mary Marsh Assoc., PL. 7-5809.	CHENEY; J. H. KIMBALL; MARK CROSS	MARY MARSH ASSOC. 2 W. 46 - RM. 1606
Friday July 15 9:00 A.M. Coffee	FALL COLLECTION FOR VISITING EDITORS Davidow (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	DAVIDOW	550 SEVENTH AVENUE SHOWROOM - 21ST FL.
Friday July 15 10:00 A.M.	FALL FASHIONS FOR VISITING PRESS Anthony Blotta (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
Friday July 15 11:00 A.M.	VISITING PRESS SHOW OF FALL COLLECTION Ben Reig (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Friday July 15 12:00 Noon Luncheon	FALL FASHIONS FOR VISITING PRESS Adele Simpson (N.Y.D.I.) will present her Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 15 2:00 P.M.	FALL SHOWING OF JUNIOR FASHIONS Junior Group (N.Y.D.I.) by Jack Horwitz Associates, Mr. Mort, Junior Sophisticates, Reich-Goldfarb--Fall junior collections to visiting press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	FOUR MANUFACTURERS	HOTEL PIERRE BALLROOM
Friday July 15 3:00 P.M.	GROUP SHOWING OF FALL FASHIONS Variety Show (N.Y.D.I.) by Suzy Perette; Regal Knitwear; Youngland, designed by Helen Lee--Fall collections to visiting press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	THREE MANUFACTURERS	HOTEL PIERRE BALLROOM
Friday July 15 4:00 P.M. Cocktails	FALL FASHIONS FOR VISITING PRESS Oleg Cassini (N.Y.D.I.) will present his Fall collection to the press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	OLEG CASSINI	HOTEL PIERRE BALLROOM
Friday July 15 5:00 P.M.- 7:00 P.M. Cocktails	FALL PREVIEW FOR VISITING PRESS Charles James will present his first manufactured collection of coats, suits, dresses to the visiting press. By invitation only. Publicity: Felice Maier, PL. 3-5884.	CHARLES JAMES MFRS.; INC.	12 EAST 57TH STREET SHOWROOM - 4TH FLOOR
Friday July 15 7:30 P.M.	SPECIAL PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I.) showing for the out-of-town editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLOW	HOTEL AMBASSADOR BALLROOM
Beginning July 15	<u>FALL AND WINTER COUTURE OPENINGS IN DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID.</u> (For complete listings, see pages 7 and 8).		
Saturday July 16 9:00 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (Auxiliary Member N.Y.D.I.) Fall fur collection designed by Leo Ritter. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (234 W. 30TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Saturday July 16 11:00 A.M.	OYSTER BAY TRIP FOR VISITING PRESS Lind-Gilbert Associates (Auxiliary Member of N.Y.D.I.) on behalf of its clients, invites the visiting press to spend a day in Oyster Bay, L.I., returning to New York at 11:00 P.M. Cooperating will be: Chemstrand, Collins & Aikman, Clairol, Palter DeLiso, Fisher Body, Larkwood, Treco, Signature & Wamsutta, Kelbar. By invitation. Publicity: Lind-Gilbert Associates, 22 E. 60th Street, PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	OYSTER BAY, LONG ISLAND

WEEK BEGINNING MONDAY, JULY 18, 1955

Beginning Monday July 18 9:00 A.M.& 3:30 P.M.	PREVIEW OF FALL FASHIONS "Charm" Magazine previews fashions from its October-November "3 Way Life" issues, emphasizing clothes for office wear, after-five, and weekends. Open to store buyers, merchandise managers, display directors, promotion executives and buying offices. <u>October</u> merchandise on display from July 18; <u>November</u> merchandise from August 8. Showings at 9:00 A.M. and 3:30 P.M. For appointments, contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY-18TH FL.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 18 4:00 P.M.	PRESS PREVIEW: NEW HOME FURNISHINGS "The Sculptured Look"--new room settings and vignettes, featuring new "Profile" furniture by Drexel and others. Ornaments from Sculpture Center and the work of contemporary artists will be shown. By invitation. Contact: Jane Miller, TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	6TH FLOOR CONTEMPORAMA
Tuesday July 19 8:30 A.M. Continental Breakfast	PARADE OF TABLES AND TABLEWARE "Table Ways Today"--parade of tables and fashion show of tableware by National Home Fashions League, in cooperation with National China, Glass & Pottery Show. Speaker: Mary Davis Gillies. Commentator: Karen Gillespie. Chmn.: Marion Dorn, Price: \$1.50. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH)	HOTEL NEW YORKER TERRACE ROOM
Tuesday July 19 12:30 P.M. Luncheon	FALL FASHIONS IN SYNTHETIC FABRICS Travis Fabrics and Walt Disney Productions will preview infants', children's and women's Fall fashions by six leading manufacturers, in synthetic fibers. By invitation. Contact: Eileen Milling, MU. 5-8768.	TRAVIS FABRICS & WALT DISNEY PROD.	WALDORF-ASTORIA SEPT ROOM
Wednesday July 20 4:00 P.M. Cocktails	MIDSUMMER FURNITURE PREVIEW For newspaper editors. Showing to magazine editors Monday, July 25 at 9:00 A.M. By invitation. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Arnold Constable will present a breakfast showing for the press of their fur collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
July 25 12:00 Noon	NATLYNN JR. FASHIONS STYLED BY JANET LEIGH FOR NEW MOVIE "MY SISTER EILEEN", 1400 B'WAY, 9TH FL., 12:00 NOON TO 4:00 P.M. (See Below).		
Tuesday July 26 10:00 A.M. Breakfast	PRESS PREVIEW: FASHION FABRIC-FINISH Presentation of Fall sportswear, coats, suits and dresses, emphasizing fabric and finish. By invitation only. Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR
Tuesday July 26 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Fall and Winter bridal fashions at Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET 4TH FLOOR
Tuesday July 26 4:00 P.M.	PRESS PREVIEW: CAMPUS AND CAREER FASHIONS "Highland Fling of Fashion for the Girl Behind the Desk, Campus or Career". By invitation. Contact: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	6TH FLOOR FEATURE EVENTS
Tuesday July 26 8:00 P.M. Cocktails	MOVIE SCREENING AND FASHION SHOW Special advance preview of "My Sister Eileen", starring Janet Leigh. Fashion show by Natlynn Jrs. will follow screening, featuring clothes worn and styled by Janet Leigh. By invitation. (Showing of fashions on Mon., July 25, 12:00 Noon-4:00 P.M., at Natlynn showroom, 1400 Broadway, 9th fl.) Publicity: Gerry Gottlieb, LO. 3-5372.	NATLYNN JRS.; COLUMBIA PICTURES	729 SEVENTH AVENUE 11TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 27 4:00 P.M. Cocktails	LINEN PREVIEW FOR THE PRESS "Linens In The Limelight"--Macy's will preview table linen, sheets and towels. By invitation only.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM 4-2000, Ext. 2341.
Thursday July 28 9:30 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Ohrbach's will present children's and back-to-school fashions, from size 3 to pre-teen. By invitation only.	OHRBACH'S	4TH FLOOR BRIDAL SHOP OX.5-4000.
Monday August 1 11:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS College fashion preview for press, by invitation. Customer showing at 2:00 P.M. Suburban store showings: <u>Hempstead</u> , August 2 at 3:00 P.M.; <u>New Rochelle</u> , August 3 at 3:00 P.M.; <u>Hackensack</u> , August 9 at 3:00 P.M.; <u>Manhasset</u> , August 10 at 3:00 P.M.; <u>Trenton</u> , August 11 at 3:00 P.M. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR COLLEGE SHOP
Tuesday August 2 9:30 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Preview of Fall fashions--children's to teens--will be presented by Macy's. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 2	OPENING OF COLLEGE AND CAREER SHOP College and career shop opening. Publicity: Margaret deMille, EL.5-5900.	BLOOMINGDALE'S	3RD FLOOR
Wednesday August 3	OPENING OF COLLEGE SHOP Opening of college shop. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Thursday August 4 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE COLLECTION Preview of Peck & Peck's college collection. Showing at 10:00 A.M. By invitation. Publ: Mrs. D.J. Todd or Eleanor Vreeland, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FL.-EXEC.OFFICE
Monday August 8 9:45 A.M. Breakfast	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Best's will invite the press to a breakfast preview of their College and Career Fashions for Fall. By invitation. Publ: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Tuesday August 9 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will present college and career fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 9 11:00 A.M.	PRESS PREVIEW OF FALL SHOE FASHIONS Saks Fifth Avenue will preview their Fall shoe fashions for the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11 FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 9- August 10	SEMI-ANNUAL LEATHER SHOW Forty-seventh semi-annual showing of American leathers. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday August 10 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Jay Thorpe will invite the press to preview Mme. Oro's bridal fashions. By invitation only. Publicity: Jane Negbaun, JU. 6-1000.	JAY THORPE	5TH FLOOR
Wednesday August 10 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1956, featuring apparel, fabric and color trends. For members of shoe, leather, and allied fashion industries. Contact: L.E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASSN. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday August 11 9:30 A.M.	BACK-TO-COLLEGE PRESS PREVIEW Ohrbach's will present college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday August 11 6:00 P.M.	SHOWING OF COLLEGE AND CAREER FASHIONS Russeks will present their college and career fashions for Fall. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Friday August 12 9:30 A.M.	PRESS PREVIEW: TOTS THROUGH TEENS FASHIONS "Bird Talk"--exhibit of birds from around the world will be a special feature of events at opening of remodeled second floor of fashion for tots through teens. By invitation. Contact: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	2ND FLOOR
Beginning Sunday August 14- August 18	FIFTIETH ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches, silverware will be displayed during the Golden Anniversary of the ANRJA. "Fashions of Yesterday And Today" on Thurs., August 18 at 8:45 P.M. in the Grand Ballroom under direction of Martha Percilla, fashion director of Jewelry Industry Council. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Tuesday August 16 12:30 P.M.	BACK-TO-SCHOOL & OFFICE FASHIONS Back-to-office and back-to-school fashions will be presented by Saks 34th Street. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SPORTS DEPT.
Thursday August 18 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COATS & SUITS Macy's will invite the press to preview their Fall coats and suits. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 5	LABOR DAY (Monday)--Legal Holiday.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS</u> <u>FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED</u>			
Tuesday Sept. 6	<u>SAKS FIFTH AVE.</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN, FL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, FL. 3-7300
Thursday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, FL. 5-2600
Friday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON, CI. 7-1100
Tuesday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC. TE. 8-8171

Thursday  
Sept. 8  
11:00 A.M. PRESS PREVIEW OF JAY THORPE 4TH FLOOR  
HOWARD GREER FASHIONS  
Jay Thorpe will invite the press to preview Howard Greer's Fall collection. Customer showing 2:30. By invitation. Publ: Jane Negbaur, JU. 6-1000.

Thursday  
Sept. 15  
9:00 A.M. IMPORT FASHIONS THE FASHION GROUP, INC. WALDORF-ASTORIA  
AT TWO SHOWINGS (9 ROCKEFELLER PLAZA) GRAND BALLROOM  
Fall presentation of import collections at breakfast and luncheon showings.  
And Co-chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis.  
12:00 Noon Note Change of Date. (Prices and speaker will be announced later.)  
Contact: The Fashion Group, CI. 7-3940.

OPENINGS: DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID

Friday  
July 15  
5:30 P.M. COUTURE OPENING IRENE GILBERT 22 S. FREDERICK ST.  
IN DUBLIN DUBLIN, IRELAND  
Preview of Irene Gilbert's Fall & Winter collection in Dublin. Previews in London salon, July 21--11:00 and 3:00, 135 Sloane St. By invitation. N.Y. Publ: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.

Friday  
July 15  
9:00 P.M. FALL AND WINTER SYBIL CONNOLLY DUBLIN,  
PREVIEW IN IRELAND OF DUBLIN IRELAND  
Sybil Connolly's Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Avenue, CI. 7-8060.

Saturday  
July 16-  
July 19 BRITISH READY-TO- (DOR VICE) BRITISH MFRS. GROUP LONDON,  
WEAR FOR FALL ENGLAND  
Group includes: Aquascutum, Horrockses Crewdson, Jacqmar, Jaeger, Matita, H.B. Popper, Rose & Blairman, Frederick Starke, Spectator Sports. Vernervogue. N.Y. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.

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DATEWHAT'S GOING ONGIVEN BYWHEREOPENINGS: ROME, FLORENCE, LONDON, PARIS, MADRID (Continued)

Tuesday July 19- July 22	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 19</u> : Accessories Exhibit; Eleanora Garnett; Ferdinandi; Gattinoni; Boutique & Italian Regional Costume Show, <u>July 20</u> : Mingolini-Gugenheim; Fontana; Battilocchi, <u>July 21</u> : La Tessitrice dell'Isola; Elza Volpe; Faraoni, <u>July 22</u> : Giovannelli-Sciarra. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, 121 Piazza Montecitorio, Rome, Italy.	SINDACATO ITALIANO ALTA MODA	ROME, ITALY
Beginning Friday July 22- July 26	COUTURE OPENINGS IN FLORENCE <u>July 22</u> : Millinery showings: Valditovere, Vito, Glans, Brioni, Myricae, Bertoli, Mirsa, Avolio, Spagnoli, Emilio, Umba. <u>July 23</u> : Veneziani, Antonelli, Carosa. <u>July 24</u> : Simonetta, Fabiani, Marucelli. <u>July 25</u> : Capucci, Guidi, Schuberth. <u>July 26</u> : Designers will meet buyers in the Strozzi Palace. Contact: G. B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
Beginning Monday July 25- July 27	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 25</u> : Mattli, John Cavanagh, Worth, Norman Hartnell. <u>July 26</u> : Michael Sherard, Digby Morton, Michael, Lachasse. <u>July 27</u> : Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. Contact: Rosemary Borland, 1 Bell Yard, London, W.C. 2, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
Beginning Thursday July 28	OPENING DATES OF PARIS COLLECTIONS <u>July 28</u> : Vera Borea, Pierre Cardin, Pierre Clarence, Irene Dana, Manguin, Patou, Lola Prusac, Raphael, Claude Riviere, Revillon. <u>July 29</u> : A.C.P., Jeanne Fardeau, Hubert de Givenchy, Hermes, Irmone, Lanvin (Castillo), Germaine Lecomte, Charles Montaigne. <u>July 30</u> : Mad Carpentier, Jean Desses, Jacques Heim, Maurice Roger, Madeleine Vramant. <u>Aug. 1</u> : Carven, Christian Dior, Jacques Fath, Gres, Madeleine de Rauch, Nina Ricci, Maggy Rouff. <u>Aug. 2</u> : Balenciaga, Balmain, Anny Blatt, Valentine Bourgade, Bruyere, Jacques Griffe, Michelle Lambert. <u>Aug. 3</u> : Calixte, Chanel, Helen Hubert, Andre Ledoux, Amy Linker, Paquin, Henry a la Pensee, Georgette Renal, Bernard Sagardoy, Worth. <u>Aug. 4</u> : Janine Germaine, Renee Lise, Martial Armand. <u>Aug. 5</u> : Ardanse, Juliette Chauvel, Raymonde Coste. <u>Aug. 10</u> : Claude Mouchet <u>August</u> : (Dates Not Set)--Line Carmine, Renee Collard, Creed. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris 8.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Friday July 29	FALL AND WINTER SHOWING IN MADRID Pedro Rodriguez will present his Fall and Winter collection. By invita- tion only. Contact: Pedro Rodriguez at above Madrid address.	PEDRO RODRIGUEZ	54 CALLE DE ALCALA MADRID, SPAIN